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UNIVERSITI  
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MARA

**BACHELOR OF BUSINESS AND ADMINISTRATION (HONS)**  
**HUMAN RESOURCES MANAGEMENT**

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**CASE STUDY : COMPANY ANALYSIS**

(WAKAKA FOOD AND BEVERAGE)

**COURSE** : PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **EXECUTIVE SUMMARY**

This case study was carried out in order to complete the assessment of the Entrepreneurship Principles (ENT530). After having some discussion with our group members, we decided to choose Obsess Cosmetics for this case study assignment. Additionally, as we are ordered to choose a small business company in any field, Wakaka is the greatest choice as the company for this case study. For Wakaka, we did a background of the study where students are requested to do research with any corporation or business in order to identify two or more challenges that the company or organization is facing. The purpose of the study is to educate students with an understanding of how the manufacturing sector works.

After we completed the SWOT Analysis, we were able to identify and point out some of Wakaka's issues. Most of the waffle products are similar to other waffle company products, limited variety of waffle flavor, lack of Nutritional Value and comparative options. Additionally, we have provided some solutions for the issues that arise from this study that this company can use to improve their company products. First, the company needs to change the formula contained in the product, maximize the social media usage for product marketing, implement other marketing techniques and align a time frame for specific tasks and work.

From this case study, there are some recommendations that we could give towards the Wakaka founder, we present an original Wafflewich concept based on the idea that a simple capital addition can result in increased revenue. We were able to create a well-balanced and delicious meal option by combining traditional sandwich ingredients such as chicken breast, egg, lettuce, and onion with the novel addition of waffles.

## **1.0 INTRODUCTION**

### **1.1 Background of the Study**

The Principles of Entrepreneurship course, also known as ENT530, offers students guidance and exposure to the business world. In this course, students must conduct a case study on a Small and Medium-sized Enterprises (SME) business or company. In this case study, students must conduct interviews as well as internet research on any Small and Medium Enterprises business or company to gather information for the case study report. The students will then analyze the company using Business Model Canvas analysis to identify any problems or issues that have arisen. The Business Model Canvas (BMC) is a business tool for understanding a company's business model. Students must then analyze the problem and provide a solution list. In this case study, my group and I chose Wakaka, a Malaysian company well-known for its waffles and bubble tea.

Furthermore, different businesses have diverse business plans to help them achieve their objectives. A business plan's guarantee will reflect management's talents, experiences, and history of running this business. Business strategies, on the other hand, are necessary resources for raising capital before a company has a track record. They are the correct technique for businesses to accomplish the objectives of their boards of directors. While these are useful for start-ups, every corporation should have a strategic plan. The plan should be evaluated and amended on a regular basis to see how the goals have evolved over time. A new business plan is always created for an established organization to take a new direction. In order to succeed, a company must have a strategic plan.

By applying the theory and techniques learned, this study will also raise consumer awareness about supporting local businesses while improving the quality of local brand products to meet customer demand in Malaysia and around the world. Furthermore, as professional entrepreneurs, we can improve on achieving the company's target and objectives after exploring its problems and issues. Students will have a better understanding of how businesses work as a result of this case study. As a result, this case study is an excellent teaching tool for students learning problem-solving techniques.

## **1.2. Purpose of study**

The primary goal of this study is to provide students with an understanding of how the manufacturing industry operates. Students may gain a better understanding of how the business or sector works in the real world as a result of this strategy. This is done so that when the student graduates from university, he or she will be better prepared to work in that type of environment. Students can also learn how to interact and communicate with professionals in their chosen industry.

The researcher's goal is to examine a business plan, identify its strengths, flaws, opportunities, and threats, research the findings, debate the difficulties, and propose a few viable solutions. It's also fun to look into the origins of a company, especially one from a different industry, like kindergarten. Following a brief interview with a company employee, qualitative and quantitative research are used to aid in the discovery of the business core in each plan and the evaluation of its financial success, allowing the study to be carried out and completed.

This method can help organizations or businesses boost a country's economy. Entrepreneur courses have also been included in other educational institutions and government programs. This method can help students learn how to be entrepreneurs by enhancing their skills.

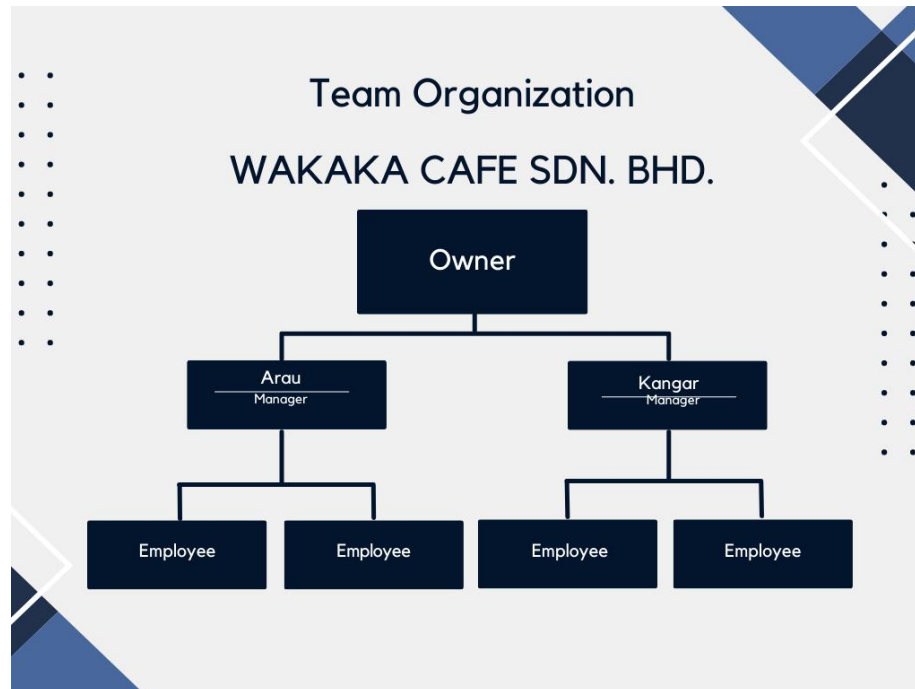
## **2.0 COMPANY INFORMATION**

### **2.1 Background**

The company we selected to research is Wakaka Cafe Sdn. Bhd. The initial location was established in Sungai Petani, Kedah. Sungai Petani, Bandar Puteri Jaya, Bakar Arang, Padang Serai, Taman Keladi, Homemart Lunas, Sungai Lalang, and many other locations are just a few of the locations where this company has branches. In general, Wakaka Cafe is open daily from 10:00 am to 10:00 pm. It is a retail establishment whose goal is to make people happy by serving them tasty foods and sweet drinks.

Wakaka is a nearby company that offers waffles and various sweet drinks for affordable prices. Wakaka is well-known for its adorable logo, a green dinosaur. The word 'wakaka' simply means laughter with happiness, which is why this company is called Wakaka. Therefore, Wakaka's punchline is "Eat and drink until WAKAKA," which means that customers can eat and drink as much as they want while enjoying waffles and various sweet beverages provided by Wakaka Cafe, as long as they laugh freely and have a happy heart.

### **2.2 Organizational Chart / Structure**



**Table 1: Team organization Wakaka Cafe Sdn.Bhd in Perlis**

## **2.3 Products**

On March 2, 2017, Wakaka F&B officially launched its line of products, with Pearl Milk Tea and Milk Tea being the first to be offered at RM2.50 and RM2.00, respectively. Additionally, Wakaka debuted two new flavours of waffles: peanut butter and blueberry. Wakaka F&B also offers sweet corn and popcorn at a discount during that time. Wakaka decided to stop selling popcorn and sweet corn, though, as they are becoming less popular. For those who prefer to order from home, Wakaka also offers delivery services through the Grabfood and Foodpanda applications. The interesting thing is that Wakaka F&B's drinks always have an enticing appearance and are reasonably priced. Additionally, Wakaka will launch drinks with fresh flavours and a new aesthetic for every festival in an effort to draw in more customers from all ethnic backgrounds. For instance, during the Christmas season, Wakaka will launch their new sparkling beverage series.

## **2.4 Business, Marketing and Operational Strategy**

### **2.4.1 Business Strategy**

Although it is easy to define, a firm can be identified by the way it is established and carried out. The choices and steps a company takes to realize its larger vision collectively make up its business strategy. Businesses that comprehend the value of and know how to use a business plan can become market leaders in their sector. Every company's foundation is its business strategy, and any weaknesses could cause the company's goals to become unachievable.

Wakaka wants drinking to be as enjoyable as possible. They are passionate about beverages and want to share that passion with others. Raising the bar for quality and service in the sector is part of their mission to become a business that people can rely on and trust to meet all of their needs.

Wakaka is dedicated to giving its customers a top-notch experience in order to carry out its mission of being a brand that enhances and makes people's lives healthier. Their goals are to provide outstanding customer service and establish a reputation for their innovative, high-quality products.

### **2.4.2 Marketing Strategy**

A marketing strategy is a long-term plan for achieving business goals by determining the best ways to serve customers and creating a unique competitive advantage. This includes deciding which channels to use to reach your target audience and figuring out who your clients are. It covers every angle. You can define your company's positioning within the market, the types of products you produce, the strategic partners you collaborate with, and the types of advertising and promotion you conduct by developing a marketing strategy.

All of the beverages offered by Wakaka Cafe are reasonably priced, with prices ranging from RM5.00 to RM10.00. The waffles are delicious, and the prices are fair. Despite being a vendor cafe housed in a sizable supermarket or mall, Wakaka Cafe's prices are reasonable and accessible to people of all ages.

They have used a variety of contexts to advertise their products on social media platforms like Facebook and Instagram. They will frequently post client comments as a way to express gratitude. Wakaka used its social media channels to advertise the new products it is introducing. On their social media pages, Wakaka also announces upcoming and ongoing



promotions. to ensure that their devoted customer wouldn't miss the opportunity to obtain it. Additionally, to demonstrate their respect for all Malaysian holidays. On Facebook and Instagram, the administrator of their social media pages will share the celebratory post.

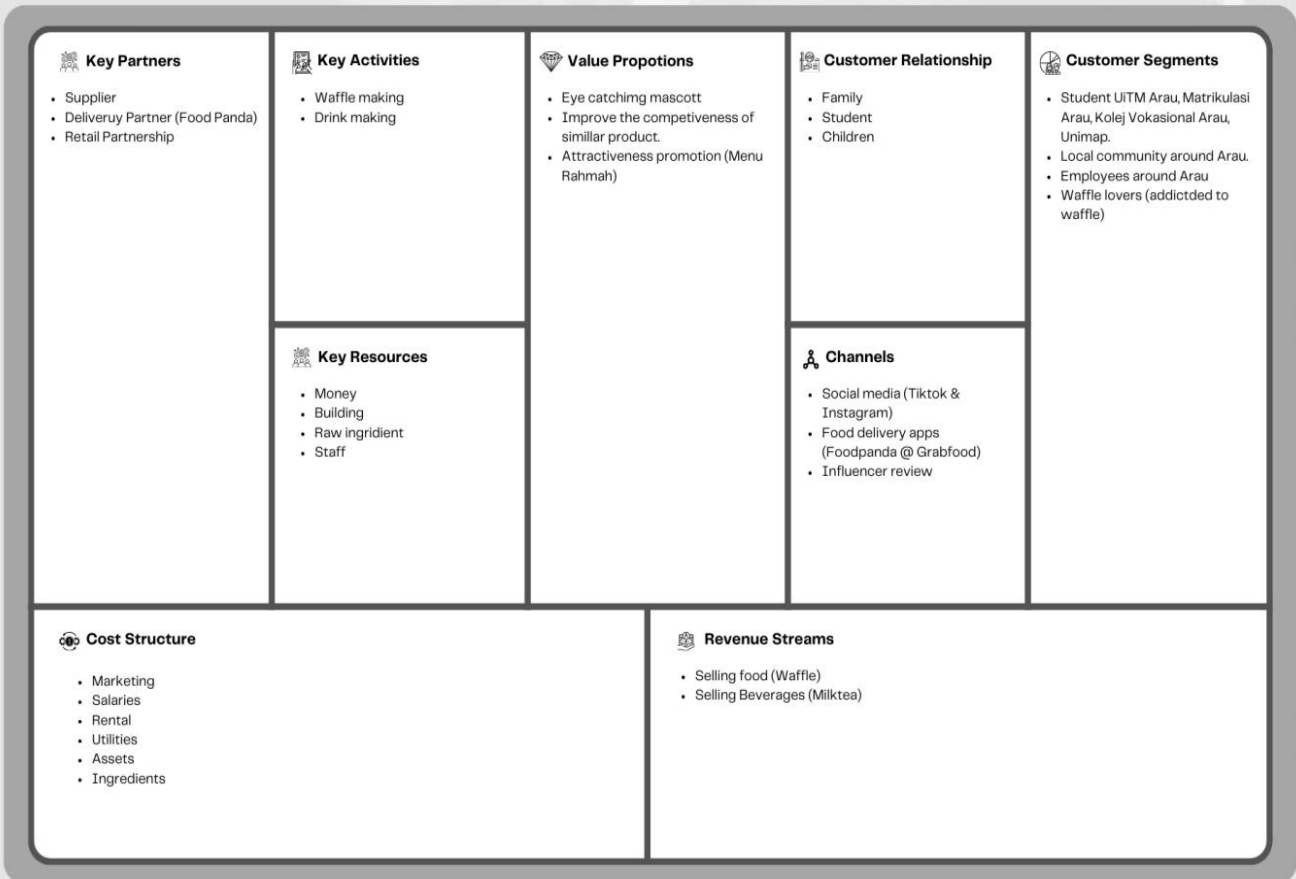
### **2.4.3 Operational Strategy**

Operations, also referred to as operational strategy, is a set of decisions that establishes how all long-term operational capabilities will be applied and how they will support the overall achievement of a strategy. Simply put, it's a collection of decisions that can help a business implement sustainable and competitive business strategies. It encourages linking short- and long-term operational decisions to corporate strategy. Strategically speaking, this enables organisations to make crucial operational decisions while still staying in line with their broad objectives. Additionally, Wakaka Cafe worked with FoodPanda and Grab to make sure that everyone could try their products without having to leave their home or place of employment. Currently, Malaysia is home to more than fifteen Wakaka Cafe locations. It was one of the tactics Wakaka Cafe came up with to let everyone in Malaysia know about their waffles and beverages. The word "Wakaka," which simply means laughter and happiness, is similar to their branding. They want to make the world happier by using their products.

## **3.0 COMPANY ANALYSIS**

### **3.1 BUSINESS MODEL CANVA (BMC) ANALYSIS**

# BUSINESS MODEL CANVAS



### **3.1.1 CUSTOMER SEGMENT**

What does "customer segment" mean? Customers who have similar demands, traits, behaviours, and preferences are referred to as being in the same customer segment. By identifying and concentrating on certain consumer segments, businesses may create customised marketing strategies and tailor their goods or services to match the needs of each segment. A client's segment can be determined by a variety of factors, including demographics, psychographics, geography, buying habits, and customer lifetime value.

Every level of age is targeted by a different customer niche for Waffle Haven. Each vendor offers a really nice variety that clients can purchase. Customers can choose from a very delicious variety of flavours at each of their stalls. Wakaka uses customer segmentation as a highly effective method to boost customer loyalty and revenues by better understanding their target market.

### **3.1.2 VALUE PROPOSITION**

A value proposition is a concise, unambiguous statement that highlights the unique benefits and advantages that a business, product, or service provides to its customers. It is a tactical statement that outlines the advantages of a certain commodity or service and how it differs from those of competitors. The value proposition of Wakaka emphasises the flavorful taste, promoting the drink as a source of delight and rewarding experiences. Wakaka is sometimes characterised as fast food because it is frequently prepared and served quickly and inexpensively.

The food that they sell is also delicious and appealing. Food prepared by Wakaka is undoubtedly more enjoyable than food that lacks flavour. Additionally, the ingredients, the cooking process, and the seasoning all have an impact on the flavour of the food. Because of this, their business offers a variety of flavours to meet the needs of their clients and provide an enjoyable experience.

### **3.1.3 CHANNELS**

They also use social media to interact with their customers. They have long used social media to advertise their product. The frequent updating and use of social media makes it the ideal platform for business marketing.

Because the present period is increasingly centred on technology, they choose to communicate with their clientele through this channel. Customers can follow Wakaka on Facebook and TikTok @Wakaka to remain up to date on new menu items and seasonal products. Wakaka will provide updates to these social media sites regarding their luxury meals and products, including details on their creation, price, promotion, new product launches, and related issues.

### **3.1.4 CUSTOMER RELATIONSHIPS**

At Wakaka, they place a high value on creating long-lasting client relationships based on three fundamental ideas: providing courteous service, providing rapid service, and always being current. They put a priority on being hospitable to their clients in order to give them a warm and delightful experience. They work hard to create a welcoming environment where clients feel valued and appreciated, making their visit to their institution memorable and inviting. Each customer is welcomed by their committed crew with a warm smile, and their requirements are attended to.

They set a high premium on providing their clients with timely, efficient service in addition to courteous service. They make an effort to reduce waiting times and make sure that their clients are serviced promptly, whether they are collecting orders, preparing meals, or responding to any questions or issues. Without sacrificing quality, they want to offer excellent Wakaka promptly.

They also understand how important it is to constantly stay current in order to fulfil the changing needs of their clients. In order to consistently improve their offerings, they stay abreast

of the most recent market trends, consumer preferences, and feedback. By keeping up with the times, they guarantee that their menu is always current, their ingredients are of the greatest calibre, and their service meets the demands of its devoted patrons. Wakaka constantly innovates and offers fresh and intriguing flavours in an effort to surpass customer expectations.

### **3.1.5 REVENUE STREAMS**

Wakaka earns income through a number of different channels based on the sales of its goods, which include chicken & salad with sauce in both spicy and original tastes, as well as waffles. These are Wakaka's several sources of income:

1. **Product Sales:** Wakaka's signature products, which are its main source of direct sales revenue. Customers have a variety of items to pick from, such as waffles, chicken, and salads with sauce, all of which come in spicy and traditional flavours. Every purchase makes a contribution to the company's overall revenue stream.
2. **Add-Ons and Extras:** Wakaka provides add-ons and extras that customers can add to their orders in order to improve the eating experience. Additional sauces, side dishes such as mashed potatoes, mac and cheese, french fries, etc. may be included. The company may boost its revenue by giving clients these customization options and incentivizing them to spend more on their orders by presenting them with these options.

### **3.1.6 KEY RESOURCES**

What do we mean by "key resources" exactly? Key resources are the essential tools and materials a company needs to run successfully, develop a workable business plan, and oversee operations. The major sources must carry out the important activities in order to provide the value proposition. Key resources might be physical, monetary, human, or intellectual, among other things.

1. These are the physical resources at Wakaka's disposal. Their company needs these resources in order to run and maintain each kiosk. This company's physical assets are recipes, which are the elements required to manufacture food and flavoured goods. The company concentrates on selling food. Wakaka additionally makes use of premium

raw materials to ensure client pleasure. For instance, they prepare delicious non-perishable cuisine using fresh lettuce, chicken breast, and high-quality waffles.

2. Financial resources: For the purpose of acquiring personnel or important staff, certain business models call for financial assurances in addition to financial resources like cash, lines of credit, or a stock option pool. Wakaka owns its financial resources and uses them to run the business, support each kiosk, and grow.

### **3.1.7 KEY ACTIVITIES**

Key activities are the most important actions involved in implementing a company's value proposition. The company's actions to deliver on its value proposition to customers are its primary business or product operations. They must have full control over the company's operations as well as the development, advertising, and distribution of the product. There are a few primary concerns and important things Wakaka does:

1. Productivity: Productivity is the first of Wakaka's primary pursuits. For this company, they have developed a wide range of meals, such as chicken breast, salad with special sauces, and premium waffles in both traditional and spicier flavours. They increase the amount of side dishes like mashed potatoes, mac and cheese, french fries, and other sauces. They have to prepare the food every day because they give their clients freshly made waffle sandwiches and don't use finished goods.

2. Marketing and sales: It is also one of the focuses of activity in Wakaka. Wakaka also employed a few social media sites, including Facebook, Instagram, and TikTok, to promote and market the product. In an effort to attract customers, they practically daily publish information about their business. They often share information on new flavours and products as well as client comments. Wakaka constantly changes the foods and tastes it delivers to keep its consumers happy and improvises any product problems it discovers through customer input.

### 3.1.8 KEY PARTNERS

Wakaka relies on key partners to ensure the smooth operation and success of its business. Based on its supplier and delivery services, here are the key partners of Wakaka:

1. Supplier - ALS Fresh Chicken: ALS Fresh Chicken is a key partner for Wakaka as it supplies the essential ingredients and materials needed for the preparation of their signature products. ALS Fresh Chicken provides high quality chicken for Wakaka. The partnership with ALS ensures a consistent supply of fresh and top-notch ingredients, allowing Wakaka to maintain the quality and taste of its offerings.
2. Online Delivery - Foodpanda: Foodpanda is a vital partner for Wakaka's online delivery services. Foodpanda is a popular online food delivery platform that connects restaurants with customers. By partnering with Foodpanda, Wakaka gains access to a wide customer base and a robust delivery infrastructure. Foodpanda handles the logistics of order placements, dispatch, and delivery, enabling Wakaka to reach customers who prefer the convenience of ordering online.
3. QR Pay/E-Wallet: Wakaka has partnered with QR Pay/E-Wallet providers to facilitate cashless transactions. By collaborating with popular QR Pay or E-Wallet services, such as Grab Pay or Boost, Wakaka can offer customers a seamless and convenient payment option. This partnership allows customers to make quick and secure payments using their smartphones, enhancing the overall dining experience and streamlining the transaction process.

These key partners play a crucial role in supporting the operations and growth of Wakaka. The partnership with ALS ensures a steady supply of high-quality ingredients, while the collaboration with Foodpanda and QR Pay/E-Wallet providers expand the business's reach and enhance the customer experience through online delivery services and cashless payment options.

### **3.1.9 COST STRUCTURE**

#### **➤ RENTAL OF THE KIOSK**

The first Wakaka kiosks opened in Alor Star, where the company introduced its wares to the public. Encouraged by the positive response they received, the company quickly expanded, renting additional kiosks in the northern states, and eventually breaking into the hypermarket sector. The proposal was well-received because the kiosk is situated in a highly-trafficked area of the hypermarket, where the majority of customers for this Wakaka product are likely to be found. A kiosk in a hypermarket lot will run you around RM1400 - RM1600 per month in rent.

#### **➤ RAW MATERIALS**

Wakaka is required to use the greatest and freshest raw materials each and every day in order to adhere to the requirements and standards set to maximise product quality. And in order to assure the systematic sale of productivity, a variety of raw materials, including a supply of fresh salad, a supply of local chicken filling, and others such spices, branded onions, and sauces must be provided. Due to the current rising market price of raw materials, the weekly cost is roughly estimated to be between RM 600 and RM 800.

#### **➤ STAFFING COST**

Employees are a must for every business. The business itself will benefit, and so will the workers. When Wakaka prepare and sell meals, they will keep the food stand clean and make sure everything for sale is there. Salary or commission is an example of a fixed expense because it is predictable and rarely changes from month to month. At each stand, Wakaka has compensated between two and three employees so far. Employees receive a base income of RM1500 to RM1800 per month (after EPF contributions) depending on their hours worked, with the potential for further compensation based on sales goals met.



#### ➤ LICENSES AND PERMITS

Food and beverage businesses require a range of licenses and permits to operate legally, such as food safety permits and also health department certifications. The cost of these licenses and permits will depend on the local regulations. It is important to research the specific requirements in your area and ensure that all necessary permits and licenses are obtained before running the business.

#### ➤ EQUIPMENT AND SUPPLIES

One of the most significant costs for food and beverage businesses is the equipment required for food preparation and cooking. This can include stoves, fryers and other specialized equipment. The cost of this equipment can vary widely depending on the quality, size and features of the equipment. For example, a high-end commercial fryer may cost several thousand ringgits while a smaller more basic fryer may cost a few hundred ringgits. Not only that, another significant cost for F&B businesses is the equipment and supplies required for serving and storing food which include refrigerators, freezers, utensils and other more items.

## **4.0 FINDING**

### **1. Most of the waffle product are similar to other waffle company product.**

Waffles have a standardized basic structure, which forms the foundation for all waffle products. The classic waffle is characterized by its distinctive grid pattern, resulting from the waffle iron's design. This basic form dictates the size and shape of the waffle, giving rise to a common starting point for all waffle companies. Same with Wakaka company, their waffle product is the same like other waffle companies out there. This causes the competition of waffle market share to increase drastically, causing a small company like Wakaka to be pushed out by larger and more famous waffle companies.

### **2. Limited variety of waffle flavor.**

One key reason for the limited variety of waffle flavors is the stronghold of tradition and familiarity. Classic flavors have become deeply ingrained in our culinary culture, and deviating from them may be seen as unnecessary or even sacrilegious to some purists. The fear of alienating customers who prefer the tried-and-true flavors often discourages innovation and limits the exploration of new taste sensations. Wakaka focuses on their other products that maintain the same waffle flavor for years. This causes Wakaka's waffles to not be unique compared to their rival companies who have more innovative and creative flavor.

### **3. Limited Culinary Imagination:**

Another contributing factor is the limited culinary imagination when it comes to waffle flavors. Many people associate waffles primarily with sweet toppings such as syrup, fruit, or whipped cream. This narrow mindset overlooks the potential for incorporating savory elements, spices, herbs, or even unconventional ingredients into waffle batter. Without a shift in perspective, the possibilities for unique and exciting flavor combinations will remain unexplored. Wakaka's waffles also focus on these same sweet flavors rather than trying to innovate new and unique potential their waffles could become.

#### **4. Waffle is less savoury and unsatisfied:**

One of the primary factors contributing to Wakaka waffles' less savory nature is their limited flavor profile. Traditional waffles, although delicious, are often characterized by a mild taste that lacks complexity. Their primary ingredients, such as flour, eggs, and milk, do not possess strong, distinctive flavors. As a result, waffles tend to rely heavily on toppings and accompaniments to enhance their taste. While this versatility allows for personalization, it also highlights the inherent deficiency of waffles in providing a robust flavor experience on their own. Also customers will find that eating waffles will not last long and they will go hungry again quickly. Customer will also feel unsatisfied and gets queasy quickly when they eat Wakaka's waffle.

#### **5. Lack of Nutritional Value:**

In terms of nutritional content, Wakaka's waffles often fall short of meeting the requirements of a balanced meal. They are typically high in refined carbohydrates and sugars, which can lead to energy crashes and contribute to weight gain. Waffles also lack substantial amounts of essential nutrients such as fiber, protein, and healthy fats. When considering the broader context of a nutritious meal, Wakaka's waffles alone cannot fulfill the body's nutritional needs, leaving consumers unsatisfied in terms of satiety and overall well-being.

#### **6. Comparative Options:**

When comparing Wakaka's waffles to other savory culinary delights, their limitations become even more apparent. Breakfast options such as eggs benedict, omelets, or savory crepes offer a wider range of flavors, textures, and nutritional profiles. These alternatives often include a combination of protein, vegetables, and spices, resulting in a more satisfying and well-rounded dining experience. Wakaka's waffles, in contrast, are primarily sweet and lack the savory elements that many other breakfast or brunch options provide.

To sum it up, it is due to all the reasons above that Wakaka company isn't able to maintain customer retention.

## 5.0 DISCUSSION

### **1. Innovate the waffle product to make it into a unique waffle product such as making a waffle sandwich or other than sweet flavor waffle.**

Making the waffle with a more varied product can help increase customer attention. Wakaka's waffles should introduce more variety of their waffle products such as waffle sandwiches rather than just typical sweet flavor waffles. The Waffle sandwich isn't a new invention in the culinary world but the company who implemented the product in their menu has received good customer reviews since its unique compared to traditional waffles. Wakaka companies should include waffle sandwiches as part of their menu.

### **2. Increase the variety of waffle product such making waffle sandwich such as chicken waffle sandwich or stuff cheese waffle.**

Although many companies include waffle sandwiches in their menu, Wakaka companies can still compete with the other waffle sandwich companies by including more variety of type of waffle sandwich such as chicken waffle sandwich, meat type waffle sandwich and mayonnaise egg waffle sandwich. Wakaka also can include extra ingredients to enhance their sandwich such as adding some vegetables in their waffle sandwich, stuffing cheese in their waffle and adding fries as garnish that comes with their waffle sandwich.

### **3. Add a few ingredients to boost the savoury and satisfaction of waffle such as adding protein like chicken and fibre like lettuce.**

To solve wakaka's waffle lack of nutrient values, they can implement other ingredients such as lettuce for fiber and vitamins, meat such as chicken for protein, sauce for oil and some hot sauce for extra flavoring.

### **4. Use hard sell and soft sell marketing to attract customers such as using social media to promote the product.**

Wakaka's waffle lacks advertising which makes their waffle less noticeable, to solve this Wakaka should start promoting their waffle in social media such as Tiktoks, Instagram and Facebook. They should also invite influencers to review their waffle to promote more customer traffic into their shop. Other than that they should also advertise in radio, billboard and my other physical advertising available to help further make their waffle product noticeable.

## 6.0 RECOMMENDATION



Waffle Haven is a company that is dedicated to providing consumers with tasty and nutritious waffle-based sandwiches known as Wafflewiches. Our objective is to provide a culinary experience that combines the convenience of a sandwich with the delicious flavour and texture of waffles. With a focus on affordability, health-conscious ingredients, and an attractive shop design, Waffle Haven seeks to differentiate itself from its market competitors.

The name "Waffle Haven" reflects our dedication to providing our customers with a welcoming and comforting environment. We want our establishment to be a haven where people can enjoy tasty waffle-based creations in a warm and welcoming environment.

Waffle Haven presents an original idea of the Wafflewich based on the idea that a simple addition of capital can result in increased revenue. By combining traditional sandwich ingredients such as chicken breast, egg, lettuce, and onion with the novel addition of waffles, we were able to create a well-balanced and delicious meal option. The Wafflewich provides the ideal combination of flavors, textures, and nutrients in a portable container.

When you compare Waffle Haven to other places that serve food, there are a few things that make us stand out. We think that everyone should be able to get good food at Waffle Haven because of its reasonable price. We try to keep the price of our Wafflewiches low without sacrificing quality or taste. Our focus on value makes sure that customers can have an enjoyable meal without having to spend a lot of money. Compared to many fast-food places, Waffle Haven puts a lot of stress on using high-quality, fresh ingredients. Our Wafflewiches are made to be a healthier choice to regular sandwiches for people who care about their health but don't want to give up flavour.

Waffle Haven stands out by a combination of unique features that contribute to our success. Our store's eye-catching design combines warm colours and modern styling to create a welcoming environment that enhances the culinary experience as a whole. By investing in high-quality waffle makers, we ensure that each and every Wafflewich has the ideal texture and flavour. In addition, our strategic location close to Wakaka Shop, a popular waffle shop, allows us to capitalize on their current customer base while attracting those seeking a unique and healthier alternative. This location strategy increases our visibility and potential customer base, establishing Waffle Haven as a must-visit destination.

Waffle Haven and its signature product, the Wafflewich, provide a culinary experience that is innovative and fresh. Our focus on affordability, health-conscious ingredients, attractive store design, and strategic location differentiates us from the competition. We invite you to visit Waffle Haven and indulge in the harmonious combination of flavours and textures found in our wafflewiches. Join us on this enthralling culinary adventure, where waffles and sandwiches combine to create an unforgettable flavour sensation.

## 7.0 CONCLUSION

The first site was established in Sungai Petani, Kedah. This company has branches in Sungai Petani, Bandar Puteri Jaya, Bakar Arang, Padang Serai, Taman Keladi, Homemart Lunas, Sungai Lalang, and many other places. Wakaka Cafe is open daily from 10:00 a.m. to 10:00 p.m. It is a retail establishment that serves tasty foods and sweet drinks to make people happy.

Wakaka is a nearby business that sells waffles and other sweet drinks at reasonable prices. Wakaka is well-known for its adorable green dinosaur logo. They have been promoting their product for a long time on social media platforms such as Facebook and TikTok. WAKAKA's premium meals and products will be updated on these social media accounts, including information about their design, cost, promotion, new product launches, and other similar matters.

We learned about how WAKAKA runs their business and how they serve their customers by doing this case study. With this information, we intend to analyze the company using the Business Model Canvas (BMC). Using the knowledge gained from our research and observation, we identified their issues and weaknesses. As a result, we are conducting this case study in order to develop a solution and recommendations for this company in order to increase revenue. The Business Model Canvas is essential and valuable to a company because it allows it to visualize what is important and forces users to address critical areas.

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